



Program Academic Information 2020-23 BBA

The Student Handbook





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Section 1: Program General Information	
Name	BBA
Level	Under-Graduate Program
Section 2: Program Educational Objectives	
Broad goals that address institutional and program mission statements and are responsive to the expressed interests of various groups of program stakeholders.	
1	To make Students (future business leaders) understand the comprehensive nature of business and business challenges. To make students appreciate that business situations are a complex mix of management, marketing, accounting, manufacturing, finance, and technology issues.
2	To make students learn the key concepts and develop skills of using tools of analysis, and also develop a thinking pattern which goes beyond analysis and focuses on problem solving skills through innovative thinking and imagination.
3	To introduce students to the Marketing Strategy and to the elements of Marketing Analysis: Customer Analysis, Company Analysis and Competitor Analysis.
4	To enhance the problem solving and decision making abilities of the students in the operational areas of marketing.
5	To generate a passion for marketing discipline and empowering students to evaluate Marketing as a possible career choice.
Section 3: Program outcomes	
The program must then formulate a set of program outcomes (knowledge, skills, and attitudes the program graduates should have) that directly address the educational objectives and encompass certain specified outcomes.	
	Subject knowledge and understanding
1	Students will understand the role of marketing in the company; to explore the relationship of marketing to other functions; and to show how effective marketing builds on a thorough understanding of buyer behavior to create value for customers.
1	Students will learn to make marketing decisions in the context of general management. Control the elements of the marketing mix—product policy, channels of distribution, communication, and pricing—to satisfy customer needs profitably.





Programs Academic Information, 2020-23

	Students will be able to think strategically about marketing -Use key frameworks to analyze situations and make decisions -Understand how to create a strong marketing plan
2	Managerial Skills
	Demonstrate basic knowledge of each of the functional areas of business – accounting, management, marketing, economics, and finance – by emphasizing their importance in an organization and describing their interrelationship in the organization’s attempt to achieve its objectives.
	Develop strategic thinking ability, innovation and critical analysis.
3	Creativity & Imaginative Skills
	Students will be able to evaluate the competitive and complex business situations and provide creative solutions.
	Students will acquire contextual imaginative skills and objective thinking ability.
4	Research Skills
	Students will learn to retrieve and generate information, and evaluate sources, in carrying out independent business research.
	Students will be able to carry out various forms of research for essays, projects, or dissertations.
	To evaluate and draw upon the range of sources and the conceptual frameworks appropriate to research in the chosen areas.
5	Generic skills
	To gather, organize and deploy ideas and information in order to express them effectively in written, oral or other forms.
	To work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively.

Section 4: Program benchmarking

Details of the international standards / subject benchmark statements referred and web link for the same.

International standards / subject benchmarks statements referred	URL
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Harvard Business School	https://www.hbs.edu/faculty/units/marketing/Pages/curriculum.aspx and https://www.exed.hbs.edu/programs/smm/Pages/curriculum.asp
Kellogg School of Management	http://www.kellogg.northwestern.edu/programs/full-time-mba/academics/majors-pathways/marketing-major.aspx
Stanford Graduate School of Business	https://www.gsb.stanford.edu/sites/gsb/files/alumni-migration/files/MBA-Program-Overview_0.pdf
INSEAD	https://www.insead.edu/master-programmes/mba/academics/elective-courses/Marketing
Wharton BBA Program	https://marketing.wharton.upenn.edu/bba-program-course-descriptions/





Section 5: Credit allocation

All Master Programs

Sr. No	Legend	Course Basket	Weightage (%)	Credits
1	Distribution Courses	DC	46	41
2	Directed Electives	DE	23	21
3	Free Electives	FE	6	5
4	General Education	GE	26	23

Credit registration

Unless approved otherwise by the Director of the concerned School, a student will normally not be allowed to register for more than 21 credits in a term. Students must enroll for minimum 12 credits to fulfill the norm of a full time course. 15 credits are normally offered to the students in every term.

Section 6: Program Structure

Legends		
CL: Classroom Interaction	P: Practicals	TU: Tutorials
GE: General Education	SF: Subject Fundamentals	CC: Core Courses
DE: Specialization Sequence with Directed Electives	FE: Free Electives	CEM: Continuous Evaluation Marks
ETE : End Term Examination	FW: Field Work	

For BBA Program We Offer Bachelor Thesis Project Internship in Final Year Six Semester





Programs Academic Information, 2020-23

Semester One								
S.No	Module Title	Module Type	Credits	Contact Hours				
				CL	TU	FW	P	Total
1	Principles of Management	DC	3	30			15	45
2	Business Environment	DC	3	30			15	45
3	Entrepreneurship Orientation	GE	3	30			15	45
4	Social Project	DC	3	15			30	45
5	Composition and Rhetoric	GE	3	30	5		10	45
	Total		15					
Semester Two								
S.No	Module Title	Module Type	Credits	Contact Hours				
				CL	TU	FW	P	Total
6	Fundamentals of Marketing	DC	3	30	5		10	45
7	Business Economics	DC	3	30	10		5	45
8	Spirit of Entrepreneurship	GE	3	30	5		10	45
9	Business Live Project	DC	3	30			15	45
10	Environmental Studies	GE	3	5	5		35	45
11	Writing – I	GE	3	30			15	45
	Total		18					
Semester Three								
S.No	Module Title	Module Type	Credits	Contact Hours				





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				CL	TU	FW	P	Total
12	Business Accounting	DC	3	30			15	45
13	Advertising & Sales Promotion	FE	2	30			15	45
14	Leadership Skills	GE	3	30			15	45
15	Consumer Buying Behavior	DE	3	30			15	45
16	Writing-II	GE	3	30			15	45
	Total		14					

Semester Four

S.No	Module Title	Module Type	Credits	Contact Hours				Total
				CL	TU	FW	P	
17	Digital and Social Media Marketing	FE	3	30			15	45
18	Business Strategy	DC	3	30			15	45
19	Creativity and Innovation	GE	2	15			15	30
20	Sales and Distribution	DE	3	30			15	45
21	Retail Marketing	DE	3	30			15	45
	Total		14					

Semester Five

	Module Title	Module Type	Credits	Contact Hours				Total
				CL	TU	FW	P	
22	Brand Management	DC	2	30				30
23	Rural Marketing	DC	3	30			15	45
24	Marketing Research	DE	3	30			15	45





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25	Marketing Communication	DE	3	30			15	45
26	Sustainable Entrepreneurship	DE	3	30			15	45
	Semester Credits		14					
Semester Six								
	Module Title	Module Type	Credits	Contact Hours				
				CL	TU	FW	P	Total
26	Bachelor Thesis	DC	7	10			110	120
27	Business Graduation Project	CC	8	5			100	105
	Total		15					





Total Program credit distribution

S.No	Year	Semester	Credits Assigned
1	First	I	15
2		II	18
3	Second	III	14
4		IV	14
5	Third	V	14
6		VI	15
TOTAL Semesters – Six			90

Section 7: Program core

A set of courses in the program curriculum designated to address the knowledge, skills, and attitudes specified in the outcomes.

Business Administration (*Principles of Management, Business Environment, Leadership, Innovation, General Management, Finance, Marketing, Economics, Business Research*)

Sales and Marketing (*Marketing Research, Sales and Distribution, Retail Marketing, Rural Marketing, Marketing Communication, Advertising and Sales Promotion*)

Section 8: Course sequence

Sequence of courses attaining a particular curriculum outcome or a sequence of courses attaining a particular specialization. Courses sequences could be more than 3 also. Subjects to be mentioned in a sequential manner.

Sequence One	Sequence Two
Business Administration	Business Management
Business Environment	Principles of Management
Composition and Rhetoric	Fundamentals of Marketing
Business Economics	Business Accounting
Environmental Studies	Advertising and Sales Promotion
Leadership Skills	Digital and Social Media Marketing
Writing-I	Business Strategy
Writing-II	Brand Management
Specialization Sequence	
Entrepreneurship and Innovation	
Entrepreneurship Orientation	





Programs Academic Information, 2020-23

Social Project
Spirit of Entrepreneurship
Business Live Project
Consumer Buying Behavior





Programs Academic Information, 2020-23

Creativity and Innovation
Sales and Distribution
Retail Marketing
Rural Marketing
Marketing Research
Marketing Communication
Bachelor Thesis
Graduation Project





Section 09: Program evaluation matrix Programs Academic Information, 2020-23

S.No	Courses	PO1	PO2	PO3	PO4	PO5
1	Principles of Management	3	2	1	1	3
2	Business Environment	3	2	1	2	3
3	Entrepreneurship Orientation	3	2	1	2	3
4	Social Project	3	3	3	3	3
5	Composition and Rhetoric	3	2	3	3	2
6	Fundamentals of Marketing	3	1	3	2	2
7	Business Economics	3	3	2	2	3
8	Spirit of Entrepreneurship	3	3	3	3	2
9	Business Live Project	3	3	3	1	2
10	Environmental Studies	3	2	1	3	2
11	Writing-I	1	2	2	1	1
12	Business Accounting	1	3	3	3	3
13	Advertising and Sales Promotion	3	3	3	2	1





14	Leadership Skills	3	1	3	1	1
15	Sales Management	3	3	3	1	1





16	Digital and Social Media Marketing	2	3	3	2	1
17	Business Strategy	2	3	3	1	1
18	Creativity and Innovation	2	3	3	1	1
19	Retail Marketing	3	3	3	3	3
20	Sales and Distribution	3	3	3	3	3
21	Brand Management	2	3	3	2	1
22	Rural Marketing	2	3	3	1	1
23	Marketing Research	3	3	3	3	3
24	Marketing Communication	3	3	3	3	3
25	Bachelor Thesis	2	3	3	2	1
26	Business Graduation Project	2	3	3	2	3

1 = Objective addressed slightly

2= moderately

3= substantive

PO: Program Outcome





10: Individual course information

First Year

Semester One

Principles of Management

1	Course Title	Principles of Management
2	Level	Semester One Undergraduate
3	Credits	3
4	Course Prerequisite	

Outcome related course learning objectives

1	To help students understand fundamental concepts of business management along with the tools, techniques & strategies used by effective managers in today's dynamic & complex business environment.
2	To provide the student with a requisite foundation of management principles to become efficient and effective managers.

Course Outcome

1	To understand the nature, purpose & scope of management
2	To understand what the management principles of Planning, Organizing, and Leading & Control are & how they are applied in different situations.
3	To be able to work independently in teams and groups through different techniques.
4	To be able to work through strong interpersonal skills.





Unit one: Introduction

A. Fundamentals to Management

Definition of management

Nature & Characteristics of Management

Levels of Management





Functions of Management
Management: An Art or Science

B. Evolution of Management Thought

Fredrick Taylor & Scientific Management
Henry Fayol- General Principles of Management

Unit Two: Planning & Decision Making

A. Planning

The Concept of Planning
Nature and Scope of Planning
Types of Plans
Advantages and Limitations of Planning
Measures to Overcome Limitations of Planning
Principles of Planning
Steps in Planning

B. Decision Making

Introduction
Characteristics of Decision Making
Importance of Decision Making
Decision Making Process
Types of Decisions
Techniques of Decision Making

Unit three: Organizing

Meaning and Characteristics of Organization
Nature of Organization
4 Steps in the Process of Organizing
Formal and Informal Organization
Forms of Organization Structure (Line & Staff Organization)
Departmentalization
Centralization & Decentralization
Authority & Responsibility
Delegation
Span of Control

Unit four: Motivation

Definitions of Motivation
Process of Motivation
Sources of Motivation
Theories of Motivation (Maslow's





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Management by Objectives

Unit five: Leadership

Background

What is Leadership?





Leadership Styles
Approaches to the Study of Leadership Styles

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Unit six: Controlling

Definition & Importance
Controlling and Other Functions
The Control Process
Controlling techniques
Scope of Control

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume / Publisher
1	Essentials of Management	Harold Koontz, O'Donnell and Heinz Weihrich	Tata McGraw Hill
2	Principles of Management	Tripathi & Reddy	Tata McGraw Hill
3	Organization and Management	R.D. Agrawal	Tata McGraw Hill

Reference books

Sr. No	Name of the book	Author	Edition / volume/ Publisher
1	Management: A Global Perspective	Harold Koontz, Heinz Weihrich	Tata McGraw Hill
2	Management	Stephen Robbins	Pearson
3	The New Era of Management	Richard L. Daft	Thomson Learning (International Student Learning)

1 = Objective addressed slightly 2= moderately 3= substantive **PO: Program outcome**





Business Environment

1	Course Title	Business Environment
2	Level	Semester One Undergraduate
3	Credits	3
4	Course Prerequisite	

Outcome related course learning objectives

1	To understand the dynamics of business environment India and abroad.
2	Have an appreciation of the evolution of the global economy and of current topical debates surrounding ‘globalization’.
3	To remain sensitive to the changing environment so as to spot the business opportunities and guard from the threats that are in the business environment.

Course Outcome

1	Have background knowledge of the institutional, economic, political, cultural and technological environments that constitute today’s global business environment
2	Be able to use the theory and background knowledge learned to enhance your general understanding of the significance and likely impacts of different business decision.
3	Be able to use the theory and background knowledge learned to enhance your general understanding of everyday world events and their impacts on business, and to formulate critical opinions around such issues

Unit one: Overview of Business Environment

Concept; Meaning; Nature of Business Environment
Types of Environment
Competitive Structures of Industries
Competitor Analysis; Environment- Business Relation
Environmental Analysis Process; Importance of Environmental Analysis

Unit two: Economic Systems and Political Environment

Economic System; Kinds of Economic System





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The Flows of Economic Activity

Basic Problems of an Economy and the Role of Government; Political System

Function of State, Classification of Functions of State; Politico-Economic Synthesis





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Unit three: Economic Transition in India: Privatization and Globalization

Introduction; Privatization: Objects, Privatization Routes, Benefits, Criticisms, Conditions for Success;
Privatization in India
Privatization Policy
Types & Drawbacks of Privatization;
Globalization; Reasons for Globalization; Features & Stages of Globalization; Drawbacks of Globalization; Globalization Impact on Indian Economy

Unit four: Consumer Rights, Consumerism and Business

Introduction to Consumer Rights; the 8 Consumer Rights; Consumer Responsibility; Consumer Protection in India; Exploitation of Consumers; Plight of the Indian Consumer

Unit five: Business and Society

Social Environment: Poverty and Poverty Alleviation Programs, Labor and Employment, Women in the Workforce, Child Labor, Education, Health, Population and Family Welfare; Corporate Governance; Corporate Social Responsibilities; Business Ethics

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume / Publisher
1	Business Environment	Saleem Shaikh	Pearson
2	Business Environment	Justin Paul	Pearson
3	Business Environment: Text and Cases	Francis Cherunilam	Himalaya Publishing

Reference books

Sr. No	Name of the book	Author	Edition / volume/ Publisher
1	The Business Environment	Ian Worthington and Chris Britton	Prentice Hall

Course evaluation matrix





Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								





1 = Objective addressed slightly 2= moderately 3= substantive

Entrepreneurship Orientation

1	Course Title	Entrepreneurship Orientation
2	Level	Semester One - Undergraduate
3	Credits	3
4	Course Pre-requisite	

Outcome related course learning objectives

1	To learn what entrepreneurship is all about, make students aware of key entrepreneurs and how these entrepreneurs have changed the country and the world.
2	To understand the entrepreneurial myths and discover the truth.
3	To understand that E-Cell is an experiential learning space, which will provide students with invaluable entrepreneurial experience on campus.
4	To instill the spirit of entrepreneurship among the students.

Course Outcome

1	The students will learn what Entrepreneurship is all about and how it brings a positive change.
2	The students will know the key entrepreneurs of the world and how these entrepreneurs have changed their country and the world
3	The students will discard the entrepreneurial myths and discover the truth.
4	The students will join the ADYPU ECell and take active part in the same.
5	The students will get motivated to choose entrepreneurship as a possible career option.

Syllabus details

Unit 1: Introduction to Entrepreneurship

Let's Get Started: How entrepreneurship has changed the world. What entrepreneurship is all about. Identify six entrepreneurial myths and discover the truth.

Explore E-Cell on Campus: Understand that E-cell is an experiential learning space, which will provide





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students with invaluable entrepreneurial experience on campus. Appreciate the fact that the E-cell help shape career dreams and develop skills required to build a successful career. Understand how E-cells can transform individuals into successful leaders and entrepreneurs. Get inspired by the success story of Practo's founder, Shashank.





Entrepreneurial Success Stories: Stories of Global and Indian successful entrepreneurs. How ordinary people became successful global entrepreneurs, their journeys, their challenges, and their successes.

Unit 2: Characteristics of Successful Entrepreneurs

Entrepreneurial Styles: The entrepreneurial journey and the concept of different entrepreneurial styles. Five entrepreneurial styles in the model and how they differ from each other. Students to identify their own entrepreneurship style based on their personality traits, strengths, and weaknesses. How different entrepreneurship styles work, and how people with different styles work together.

Communicate Effectively: Incorrect assumptions and limiting opinions about people can negatively impact communication. Barriers which cause communication breakdown, such as miscommunication and poor listening, and how to overcome them. Importance of listening in communication and how to listen actively.

Unit 3: Entrepreneurial Skills

Design Thinking for Customer Delight: Design Thinking as a problem-solving process. Principles of Design Thinking. Design Thinking process.

Sales Skills to become an Effective Entrepreneur: Customer focus and how all selling effort should be kept customer-centric. Skills/techniques of personal selling, Show and Tell, and Elevator Pitch to sell effectively. Role of failure in the road to success and understand when to give up. Entrepreneurs/risk takers. Cultivating risk-taking traits. Connecting risk-taking traits with self - complete a SWOT analysis.

Unit 4: Entrepreneurial Challenges

Managing Risks and Learning from Failures: Risk-taking as a positive trait. Risk-taking traits and resilience traits. Role of failure on the road to success and understand when to give up.

Ready to be an Entrepreneur?: Reasons people want to become entrepreneurs. Identify why you would want to become an entrepreneur. Real picture of benefits and challenges of being an entrepreneur.

Unit 5: Entrepreneurship Ecosystem in India

Government Support: Ministry of Skill Development and Entrepreneurship, Start-up India, Stand-up India, Mudra Yojana, Make in India, Digital India, MSME, Other Schemes.





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Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume / Publisher
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	www.learnwise.org	WFNEN	NA
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Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								

1 = Objective addressed slightly 2= moderately 3= substantive PO: Program outcome

Social Project

1	Course Title	Social Project
2	Level	Semester One Undergraduate
3	Credits	3
4	Course Prerequisite	

Outcome related course learning objectives

1	To make the students sensitive to the environment
2	To make the students sensitive towards the society and social issues
3	To make the students sensitive towards the underprivileged section of the society

Course Outcome

1	The students will become sensitive towards their surroundings and identify the opportunities and threats.
2	The students will become sensitive towards the society and social issues
3	The students will become sensitive towards the underprivileged and make and start thinking about their problems and how to find solutions for their problems.

Syllabus details





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The students will work in groups with an NGO for 45 hours during the semester under the guidance of a Faculty member and at the end of the project will submit a report and give a presentation.

Text & Reference Books





Sr. No	Name of the book	Author	Edition / volume / Publisher
	NA		
	NA		

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								

1 = Objective addressed slightly 2= moderately 3= substantive PO: Program outcome

Composition and Rhetoric

1	Course Title	Composition and Rhetoric
2	Level	Semester One Undergraduate
3	Credits	3
4	Course Prerequisite	

Outcome related course learning objectives

1	The course focuses on the major genres of literature (fiction, poetry, drama, and essays) and improve students' ability to read and analyse a variety of texts.
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Course Outcome

1	Students will engage in reading, writing and discussion about important ideas drawn from the study of important texts in a variety of areas—including, among others, literary texts, dramatic texts, sacred texts, historical texts, philosophical texts, and scientific texts.
2	Students will develop capacities for argument, interpretation, and aesthetic appreciation through engagement with these texts and ideas.





Syllabus details





Poetry

- A) Ode on a Grecian Urn by John Keats
- B) The Road Not Taken by Robert Frost
- C) If by Rudyard Kipling

Unit Plan:

1. To read the original text and analyse poetry

To read other poetries of the different writers of the same and other genres and analyse them.

Understanding Narration

Dark Holds No Terrors by Shashi Deshpande

Unit plan:

- A) Writing Samples
- B) Remembering Events and Describing
- C) Narrating
- D) Cueing the Reader

Developing Innovative Skills through imagination

The Old Man and the Sea by Earnest Hemmingway

Unit Plan:

To develop imagination skills relating their past and future through writing.

Play

Hamlet by William Shakespeare

Unit Plan:

To enact the plays in the classroom.



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Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume / Publisher
	Novels: <i>Old Man and the Sea</i> <i>Dark Holds No Terrors</i>	Earnest Hemmingway Shashi Deshpande	
	Poems: Ode on a Grecian Urn The Road Not Taken If	John Keats Robert Frost Rudyard Kipling	
	Plays: <i>Hamlet</i>	William Shakespeare	

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								

1 = Objective addressed slightly 2= moderately 3= substantive PO: Program outcome





Second Semester

Fundamentals of Marketing

1	Course Title	Fundamentals of Marketing	
2	Level	Semester Two	Undergraduate
3	Credits	3	
4	Course Pre-requisite		

Outcome related course learning objectives

1	To understand how the marketing world evolves in a modern day business world with a more realistic and practical insights.
2	To impart the fundamentals of marketing principles which will be applicable for taking marketing and communication decisions for different industries.

Course Outcome

1	To understand the basic concepts, nature and scope of marketing world.
2	To familiarize the step by step process of marketing.
3	To explain how consumer behaviors and take buying decisions.
4	To acquaint the dynamics of how marketing environment operates.
5	To strategize and take decisions in terms of segmentation, targeting & positioning.
6	To understand the elements of marketing mix in a nutshell. (<i>Product, Price, Promotion & Physical Distribution</i>)

Syllabus details

Unit one: Fundamentals of Marketing

- Meaning, Types & Features of Market
- Meaning of Marketing
- Significance, Nature & Scope of Marketing
- Functions of Marketing
- Marketing Concepts
- The Changing Marketing Landscape

Unit two: The Marketing Process (Philip Kotler)





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Steps in Marketing Process

Understanding the Marketplace & Customer Needs
Designing a Customer-Driven Marketing Strategy
Preparing an integrated Marketing Plan & Program
Building Customer Relationships





Capturing Value from Customers
Case Studies

Unit three: The Marketing Environment

Meaning of Marketing Environment
Types of Marketing Environment
Micro environment: (The Company, Suppliers, Suppliers, Marketing Intermediaries, Competitors, Publics, Customers)
Macro environment (Demographic, Economic, Natural, Technological, Political & Cultural)

Unit four: Consumer Behavior

Meaning of Consumer Behavior
Characteristics Affecting Consumer Behavior
The Buyer Decision Process

Unit five: Segmentation, Targeting & Positioning

Segmentation
Meaning of Segmentation
Types of Segmentation
Segmenting Consumer Markets (Geographic, Demographic, Psychographic & Behavioral)
Segmenting Business Markets (Psychographic, Behavioral, Occasion & Benefit)
Segmenting International Markets (Inter-market segmentation)
Targeting
Meaning of Market Targeting
Marketing Targeting Strategies (Undifferentiated, Differentiated, Concentrated & Micromarketing)
Positioning
Meaning of Positioning
Types of Market Positioning
Approaches to Positioning Strategies

Unit six: The Marketing Mix

Meaning of Marketing Mix
The P's of Marketing Mix (7 P's)
The Product Mix
Product Concepts
Product & Service Classification
Product Life Cycle
Product & Service Decisions (Product Attributes, Branding, Packaging, Labelling & Support Services)
The Price Mix
Price Concepts





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Factors to be considered for Price Setting

Pricing Strategies & Policies

The Physical Distribution Mix

Nature and Types of Distribution Channel

Channel Design and Channel Management Decisions





Retailing; Wholesaling, Logistics
The Promotion Mix
Introduction to Promotion Mix
Types of Promotion Mix
Above the Line Promotion Mix
Below the Line Promotion Mix
Factors affecting Promotion Mix
Case studies

Unit seven: Glossary in marketing

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Marketing Management	Philip Kotler	Prentice Hall
2	Fundamentals of marketing	Steenton	McGraw-Hill Inc
3	Marketing Management	S. Ramaswamy & S. Nama Kumari	McGraw Hill Education
4	Principle of Marketing, 9th ed.	Philip Kotler & Gary Armstrong	Prentice Hall
5	Marketing Management	S.A. Sherlekar.	Himalaya Publishing

Reference books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Marketing Management	Cravens By Hills – Woodruff	McGraw Hill Education
3	Marketing Information System	Davis – Olsan	LAP Lambert Academic Publishing
4	Consumer Behavior	Schiffman – Kanuk	Pearson Education

Course evaluation matrix





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Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								
3								





1 = Objective addressed slightly 2= moderately 3= substantive

Business Economics

1	Course Title	Business Economics
2	Level	Semester Two Undergraduate
3	Credits	3
4	Course Prerequisite	

Outcome related course learning objectives

1	To expose students to basic micro and macro economics concepts.
2	To apply economic analysis in the formulation of business policies.
3	To use economic reasoning to problems of business.

Course Outcome

1	To understand and apply supply and demand analysis.
2	To apply marginal analysis to the —firm under different market conditions.
3	To understand the causes and consequences of different market structures.
4	To understand the concepts for national income and its aggregates.
5	To apply economic models to examine current economic issues and evaluate policy options.
6	To familiarize the concepts of government budget, balance of payments.

Syllabus details

Unit one: Introduction

Meaning, Nature and Scope of Business Economics – Micro and Macro
Basic Economic Problems





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Market forces in solving economic problems.
Circular Flow of Income and Expenditure

Unit two: Demand Analysis
Concept of Demand





Elasticity of Demand and their types.
Revenue Concepts - Total Revenue, Marginal Revenue,
Average Revenue and their relationship

Unit three: Supply Analysis

Concept and Law of Supply
Factors Affecting Supply

Unit four: Cost Analysis

Accounting Costs and Economic Costs
Short Run Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs
Long Run Cost Analysis: Economies and Diseconomies of
Scale and Long Run Average and Marginal Cost Curves

Unit five: Pricing Under Various Market Conditions

Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition
Monopoly - Price Determination under Monopoly
Monopolistic Competition - Price and Output
Determination under Monopolistic Competition.

Unit six: National Income and related aggregates

Some basic concepts: consumption goods, capital goods, final goods, intermediate goods;
stocks and flows; gross investment and depreciation.
Circular flow of income; Methods of calculating National Income – Value Added or Product
method, Expenditure method, Income method.

Unit seven: Aggregates related to National Income

Gross National Product (GNP)
Net National Product (NNP)
Gross and Net Domestic Product (GDP and NDP) - at market price, at factor cost;
National Disposable Income (gross and net), Private Income, Personal Income and Personal
Disposable Income; Real and Nominal GDP.

Unit eight: Government Budget and the Economy

Government budget - meaning, objectives and components.
Classification of receipts - revenue receipts and capital receipts; classification of expenditure -
revenue expenditure and capital expenditure.
Measures of government deficit - revenue deficit, fiscal deficit, primary deficit their meaning.

Unit nine: Balance of Payments

Balance of payments account - meaning and components; balance of payments deficit-meaning.
Foreign exchange rate - meaning of fixed and flexible rates and managed floating.





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Determination of exchange rate in a free market.

Text & Reference Books





Sr. No	Name of the book	Author	Edition / volume / Publisher
1	Business Economics	A.T Sanap and B.M Tupe	Vision Publications
2	Business Economics	H L Ahuja	Chand Publishing
3	Principles of Microeconomics	H L Ahuja	Chand Publishing

Reference books

Sr. No	Name of the book	Author	Edition / volume/ Publisher
1	Indian Economy	Gaurav Datt & Ashwani Mahajan	Chand Publishing
2	Managerial Economics	D N Dwivedi	Vikas Publishing

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								

1 = Objective addressed slightly 2= moderately 3= substantive PO: Program outcome

Spirit of Entrepreneurship

1	Course Title	Spirit of Entrepreneurship
2	Level	Semester Two Undergraduate
3	Credits	3





4	Course Prerequisite	
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Outcome related course learning objectives





1	To learn what entrepreneurship is all about, make students aware of key entrepreneurs and how these entrepreneurs have changed the country and the world.
2	To understand the entrepreneurial myths and discover the truth.
3	To understand the E-Cell is an experiential learning space, which will provide students with invaluable entrepreneurial experience on campus.
4	To instill the spirit of entrepreneurship among the students.

Course Outcome

1	Students will understand what entrepreneurship is all about and how it brings a positive change in the environment.
2	Students will unravel the myths about entrepreneurship and discover the truth which will motivate them.
3	Students will start actively participating in E-Cell activities on the campus and gain valuable experience.
4	Students will become aware of key entrepreneurs and understand how these entrepreneurs have changed their country and the world.
5	Students will develop the spirit of entrepreneurship among themselves.

Syllabus details

Self Discovery: Who is your role model? Finding your flow, Entrepreneurial CV, Draft Action Plan.

Idea Generation: DISRUPT-A model for ideation, Let's Ideate, Mind Mapping for Ideas, Creating a mind map, Brainstorming, Build Your Own Idea Bank

Idea Evaluation: Decision Matrix Analysis, Paired Comparison Analysis, The 5Q Framework, One Minute Elevator Pitch

Entrepreneurial Outlook: Effectuation, Starting with the means, Lean Startup, Assumption, GOOTB, Team Formation

Customer Discovery: Segmentation and Targeting, Niche Marketing, Mapping the Consumption Chain, Drawing the Consumption Map, Why Customers' won't buy, Whats the Alternative? Outcome Driven Innovation.





Value Proposition Design: Defining your customer segment, Validation exercise, Value Proposition and assessing fit, Competition analysis, Refine your value proposition, Blue Ocean Strategy.





Prototyping: Concept of Prototyping, Designing the experiment, Designing the MVP, Learning card and capstone presentation.

Capstone Project Presentation

Case Studies:

- Effectuation in Action: How Lalit Mohan Mathur setup WHITE
- Customer Insights – Capital Floats
- IPL – Blue Ocean Strategy Explained
- Prototyping and MVP – Story of DoctorC

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume / Publisher
1	Fundamentals of Entrepreneurship	H.Nandan	3 rd Edition, PHI
2	Fundamentals of Entrepreneurship	Abha Mathur	Taxman
3	Entrepreneurship Development In India: Emergence From Local To Global Business Leadership	Somu Giriappa, Noboru Tabe	Kalpaz Publications

Reference books

Sr. No	Name of the book	Author	Edition / volume/ Publisher
1	Entrepreneurship for Everyone	Robert Mellor	SAGE Publications
2	Interpersonal Skills for Entrepreneurs	Melissa Contreras	Bookboon.com

Course evaluation matrix





Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								





1 = Objective addressed slightly 2= moderately 3= substantive PO: Program outcome

Business Live Project

1	Course Title	Business Live Project
2	Level	Semester Two Undergraduate
3	Credits	3
4	Course Prerequisite	

Outcome related course learning objectives

1	The aim of the course is to provide hands on introduction and experience to create / start a new venture. Students will need to create a product or service which addresses a current gap in the market backed by a financial plan.
2	The course is suitable for students planning to start their own venture or looking to combine their creative ideas to solve any business problem

Course Outcome

1	<p>After the completion of the course students will gain following skills:</p> <ul style="list-style-type: none"> • Basic Principles of Entrepreneurship • Develop Business and Marketing Plan • Different methods of raising Finance for starting and running the business • Communication Skills – Elevator Pitch and Business Presentation • Project Management, Team Work and Leadership • Critical thinking and Problem Solving • Range of entrepreneurial skills (not limited to) Marketing, HR, Networking, Business Operation, Strategy, Risk Management, Finance planning etc.
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Syllabus details





- Becoming an Entrepreneur
 - Introduction to Entrepreneurship
 - Role of Business in Economy
 - Skills required for Entrepreneurship
- In class exercise on Entrepreneurship Skills





Course Agenda and expectation discussion with Students

- Identifying the Opportunity
 - Gap Analysis Framework
 - Choosing among the Alternatives
- In class exercise: Gap Analysis / Identify opportunity

Assignment: Identify a business opportunity

- Creating a Business Plan (1/2)
 - Content of Business Plan
 - Role of each function
 - Marketing Plan
 - Financials

Assignment: Prepare a first cut business plan for live project

- Creating a Business Plan (2/2)
 - Content of Business Plan
 - Role of each function
 - Marketing Plan
 - Financials

Assignment: Prepare a first cut business plan for live project

- Project Pitches and Critical Review
- Project Finalization

Industry and Project Finalization

- Different Type of Business Ownership Models
- Project Discussion
- Value Proposition
- Product and Service Differentiation
- Project Discussion
- Customer Segmentation
- Finding first set of Customers
- Project Discussion
- Product Management and Pricing
- Project Discussion
- Managing Human Resource
- Role of Founder
- Project Discussion
- Sustaining the Business through Market Cycles





- Managing Finance
- Project Discussion
- Elevator Pitch and Business Presentation
- Elevator Pitch and Business Presentation





- Feedback Session

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume / Publisher
1			
2			
3			

Reference books

Sr. No	Name of the book	Author	Edition / volume/ Publisher
1			
2			

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								

1 = Objective addressed slightly 2= moderately 3= substantive PO: Program outcome

Environmental Studies

1	Course Title	Environmental Studies
2	Level	Semester Two Undergraduate
3	Credits	3





4	Course Prerequisite	
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Outcome related course learning objectives





1	To sensitize the students towards environment and environmental issues.
2	To motivate students to act on protecting the environment and preventing environmental degradation.

Course Outcome

1	The students will become aware of environmental issues and their importance.
2	The students will get motivated to act on protecting the environment.

Syllabus details

Environmental Science: Earth Science, Resource Usage, Energy, Ecosystems, Populations, Atmosphere, Human Health and Environment.

Environmental Issue Analysis:

Assessment and Evaluation of Environmental Education
Connecting Environment Education to Education Standards
Current Environmental News and Endangered Animals
Dealing with Drought
Extreme Weather
Energy Economics and the Environment
EPIC: Ecological Principles Intensive COurse

Text & References

Sr. No	Name of the book	Author	Edition / volume / Publisher
1	Environmental Science: Toward a Sustainable Future	Wright	12e, Test Bank
2			
3			

Reference books





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Sr. No	Name of the book	Author	Edition / volume/ Publisher
1	https://www.udemy.com/environmental-science/		





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2	https://www.udemy.com/environmental-issue-analysis/
3	https://www.udemy.com/assessment-and-evaluation-in-environmental-education/
4	https://www.udemy.com/connecting-environmental-education-to-education-standards/
5	https://www.udemy.com/audrey4care/
6	https://www.udemy.com/dealing-with-drought/
7	https://www.udemy.com/extreme-weather-101/

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								

1 = Objective addressed slightly 2= moderately 3= substantive PO: Program outcome

Writing-I

1	Course Title	Writing-I
2	Level	Semester Two Undergraduate
3	Credits	3
4	Course Prerequisite	

Outcome related course learning objectives

1	The major objectives are to enhance the written form of expression and provide learners the opportunities to explore ideas and to build connections between content areas by introducing them to various forms of writing.
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Course Outcome





1	Various aspects of writing skills will be enhanced through the practice of systematic writing and critical analysis of variety of texts. The course will help them to compile and put their ideas forth in systematic order.
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Syllabus details

Creative Writing

1. How to find Inspiration
2. How to elaborate ideas
3. Creative use of Language

Unit Plan:

- To develop creative thinking and convert into concrete thoughts, through classroom interaction, games, interesting examples from various sources.
- To teach creative use of language through selected short stories of R. K. Narayan/ Rabindranath Tagore.
- Major Focus will be on vocabulary building through rigorous activities and language games.

Professional Writing

1. Use of formal language
2. How to write business letters, emails, CV/Resume, etc
3. Cover Letters and Professional Identity Building
4. Creating Professional Profiles in social Media

Unit Plan:

- To introduce students with various forms of business writing and enable them to express efficiently in written format.
- Helping the students to know and create business identity and inculcate sophisticated manners.
- Help students to overcome ambiguity and incorporate pragmatic devices such as politeness principles, implicature, presupposition, etc in writing.





Academic Writing

1. Essay Writing
2. Academic Essays (abstract, summary, etc.)
3. Referencing System

Unit Plan:





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- To provide students with the ground to write academic essays and avoid plagiarism.
- Major focus will be on the basic grammar.

Text & References

Sr. No	Name of the book	Author	Edition / volume / Publisher
1	Selected Essays	Francis Bacon, Charles Lamb, <u>Stephen Leacock</u>	
2	Selected Short Stories	R. K. Narayan/ Rabindranath Tagore.	

Reference books

Sr. No	Name of the book	Author	Edition / volume/ Publisher
1	Business Benchmark; Norman Whitby; Cambridge University Press		
2	A Communicative Grammar of English; Geoffrey Leech and Jan Svartivk		
3	Practical English Usage; Michael Swan		
4	A University Grammar of English; Randolph Quirk & Sidney Greenbaum		

Course evaluation matrix





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Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								

1 = Objective addressed slightly 2= moderately 3= substantive PO: Program outcome





Second Year

Semester Three

Business Accounting

1	Course Title	Business Accounting
2	Level	Semester Three Undergraduate
3	Credits	3
4	Course Prerequisite	

Outcome related course learning objectives

1	To impart basic accounting knowledge principles to suit business needs.
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Course Outcome

1	To demonstrate their knowledge of the fundamental and technical concepts of accounting.
2	To demonstrate critical-thinking and problem-solving skills.
3	To prepare accounting information for planning and control and for the evaluation of business projects.
4	To record basic accounting transactions from journal entry to finalization of accounts.

Syllabus details

Unit One: Accounting principles and standards

Need for Accounting

Definition and Functions of Accounting

End-Users of Accounting Information, Accounting and Other Disciplines, Role of the





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Accountant, Branches of Accounting,
Importance of Accounting

Unit Two: Meaning and Scope of Accounting

Meaning of Accounting Principles
Accounting Concepts





Unit Three: Journalizing transactions

Journal, Rules of Debit and Credit & Compound Journal Entry

Ledger posting and trial balance: Ledger, Posting; Rules Regarding Posting,

Unit Four: Trial Balance

Trial Balance: Introduction , Meaning , Objectives of preparing a trial balance , Methods of preparing a trial balance, Preparation of Trial balance, Adjusting Entries etc.

Unit five: Final Accounts

Final Accounts: Trading and Profit & Loss Account, Manufacturing Account, Balance Sheet, Adjustment Entries, Worksheet.

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume / Publisher
1	Fundamentals of Accounting & Financial Analysis	Anil Chowdhry	(Pearson Education)
2	Accounting Made Easy	Rajesh Agarwal & R Srinivasan	Tata McGraw –Hill
3	Financial accounting	Jane Reimers	Pearson Education

Reference books

Sr. No	Name of the book	Author	Edition / volume/ Publisher
1	Accounting for Managers	Dearden & Bhattacharya	Vikas Publishing
2	Financial Accounting For Management	Dr. S. N. Maheshwari	Vikas Publishing House

Course evaluation matrix





Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								

1 = Objective addressed slightly 2= moderately 3= substantive PO: Program outcome





Advertising & Sales Promotion

1	Course Title	Advertising & Sales Promotions
2	Level	Undergraduate Semester Three
3	Credits	2
4	Course Prerequisite	

Outcome related course learning objectives

1	To familiarize the students with the nature of how advertising operates in a dynamic environment and its importance in marketing mix.
2	To acquaint the students the different types of advertising media in day to day advertising life.
3	

Course Outcome

1	To be able to understand the fundamentals of advertising.
2	To be able to understand how advertising agency functions.
3	To be able to gain basic insights in advertising campaign planning process.
4	To familiarize with the types of advertising media.
5	To understand the impact of advertising on society.

Syllabus details

Unit One: Introduction to Advertising

- Meaning & Definition of Advertising
- Importance & Role of Advertising
- Advertising & Its Concepts
- Advertising Functions





- Advertising Pyramid
- Advertising Classification
- Different between Advertising & Marketing & and Sales Promotion





Unit two: Timeline of Advertising

- Timeline of American Advertising (From BC era till the 21st century)
- Timeline of Indian Advertising (From BC era till the 21st century)

Unit three: Advertising Agency

- Meaning, need and importance of Advertising Agency
- Timeline of advertising agencies in India & World
- Types of advertising agencies
- Structure of advertising agencies
- Client-agency relationships
- Revenue models of advertising agencies
- Functions of advertising agencies
- **Top Advertising Agencies in the World**
 - History, founder, top professionals, functions, clients, corporate office, successful advertising campaigns etc.
- **Top Advertising agencies in India**
 - History, founder, top professionals, functions, clients, corporate office, successful advertising campaigns etc.

Unit four: Advertising Campaigns

- Meaning, need and importance of advertising campaigns
- Types of advertising campaigns
- Steps in advertising campaign
- Advertising Campaign Planning (An Exercise)
- Successful advertising campaigns in India
- Case study of advertising campaigns of top brands

Unit five: Advertising Media

- Advertising Media & Its Types
- Above the line and below the line advertising
- Advantages & Disadvantages of Advertising Media

Unit six: Print Media Advertising

- Types of print media advertising





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- Newspaper advertisements
 - Magazine advertisements
 - Calculation of print media ads
-





- Structure of a Print Media Advertisement
- Top print media advertising agencies
- Case studies

Unit seven: Electronic Media Advertising

- Electronic Media advertising in India & abroad
- Types of television advertising
- Types of radio advertising
- Top ad production agencies in India
- Case studies

Unit eight: Transit/Outdoor advertising

- Outdoor advertising in India
- Types of outdoor advertising
- Top outdoor advertising agencies in India
- Case studies

Unit nine: Digital advertising

- Digital advertising in India
- Need & importance of Digital advertising
- Types of digital advertising
- Top digital advertising agencies in India
- Case studies of successful digital ad campaign

Unit ten: Advertising Ethics & Its Impact on Society

- Impact of Advertising
- Advertising & Women
- Advertising & Children
- Ethics in Advertising
- Regulatory bodies in advertising

Unit eleven: Sales Promotion

- Sales Promotions & the Communication Mix

- Definition of Sales Promotions
- Types of sales promotion
- Advantages and Disadvantages of Sales Promotion
- Sales Promotion Campaign Plan
- Case studies





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Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume
1	Advertising: Planning & Implementation	Sangeeta Sharma and Raghuvir Singh	Pearson Publishers
2	Strategic Advertising Management	Larry Percy, Richard Rosenbaum-Elliot	(4 th edition (Oxford Books)
3	Advertising Principles and Practice:	Wells W. Burnett J & Moriarity.	Prentice Hall)

Reference books

Sr. No	Name of the book	Author	Edition / volume
1	Annual Reports	KPMG-FICCI Frames Media & Entertainment Report The Future: Now Streaming (2016) #Shooting of the Stars (2015) The Stage is Set (2014) The Power of A Billion: Realizing the Indian Dream (2013) Price Waters Coopers India's Media & Entertainment Outlook (2012-2014) Ernst & Young's Media & Entertainment Outlook (2012-2014)	
2	Websites	www.ficciframes.com www.thehoot.org www.exchange4media.com www.radioandmusic.com www.indiansocial.in www.afaqs.com www.campaignindia.in	www.televisionpost.com www.medianama.com www.indiantelevision.com www.socialsamosa.com www.mxmindia.com www.bestmedia.info.com www.adageindia.com

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								





Programs Academic Information, 2020-23

3									
1 = Objective addressed slightly	2= moderately	3= substantive	PO : Program outcome						





Leadership Skills

1	Course Title	Leadership Skills	
2	Level	Undergraduate	Semester Three
3	Credits	3	
4	Course Prerequisite		

Outcome related course learning objectives

1	To enable students to understand their leadership journeys and their crucibles by reflecting upon and framing their life stories and experiences to date.
2	To enable students to prepare themselves to become leaders of organizations and to embark on paths of personal leadership development.
3	To enable students to create their Personal Leadership Development Plans this will guide them throughout their lives.

Course Outcome

1	Students will understand the meaning of leadership and how leadership ability affects their lives and the lives around them.
2	Students will gain clarity about their leadership principles, values, and ethical boundaries, and how to respond under pressure when challenged.
3	Students will understand what motivates them and will find leadership paths that will enable them to utilize their motivated capabilities.
4	Students will understand the purpose of their leadership and empower other leaders, while they are optimizing their leadership effectiveness.
5	Students will be able to create Personal Leadership Development Plans to guide them throughout their lives.

Syllabus details

What is Leadership? Management vs. Leadership, Power and leadership

Leadership traits, Leadership skills, Leadership styles / behaviors

Transformational Leadership

Situational leadership, Fiedler's Contingency Model, Path-Goal Theory, Leader-Member





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Exchange.

Teams, Collaboration





Global and Multi-Cultural Leadership

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Authentic Leadership, Servant Leadership, Ethical Leadership

Overview of Leadership, The Future of Leadership, Adaptive Leadership

Are You a Leader? What is your Leadership Style? Are you making a Difference?

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume
1	Principles of Leadership	Andrew J Dubrin	7 th Edition, Cengage Learning
2	Leadership : Enhancing the Lessons of Experience	Hughes, Curphy, Ginnett	Mcgraw Higher Ed
3	Bass's Handbook of Leadership	Bernard M. Bass with Ruth Bass (2008)	New York: Free Press

Reference books

Sr. No	Name of the book	Author	Edition / volume
1	Leadership	James MacGregor Burns.	(1978). New York: Harper Collins.
2	The Nature of Leadership	(2nd edition). Editors: David V. Day & John Antonakis.	(2011). SAGE press.

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								
3								





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1 = Objective addressed slightly

2= moderately

3= substantive

PO : Program outcome





Consumer Buying Behavior

1	Course Title	Consumer Buying Behavior	
2	Level	Undergraduate	Semester Three
3	Credits	3	
4	Course Prerequisite		

Outcome related course learning objectives

1	This Course helps students in knowing the concepts of Consumer Behavior and their application in Marketing of Products and Services which are useful for Survival in the highly Competitive Market Environment.
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Course Outcome

1	The students will understand the phenomenon of consumer buying behavior and its use as a tool to drive marketing efforts.
2	The students will get familiar with the basic concepts of consumer behavior.
3	The students will be able to make a change in their thinking process and take a step towards developing their skills towards marketing and generate a competitive advantage for them.
4	The students will understand the concept of knowledge based society and make an effort towards contributing for the creation of one.

Syllabus details

Consumer as an Individual

Motivation: Definition, Process of Motivation, Dynamic Nature of Motivation, Motives: Types of Motives, Classification of Motives: Motives Identified By Mcguire* Henry Murray, Theories of Motivation: Maslow's Theory, Trio of Needs, Motivational Theories and Marketing Strategies

Personality: Definition, and Nature of Personality, Theories of Personality: Freudian, Neo-Freudian and Traits Theories, the Concept of Self: Single and Multiple Selves, Self and





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Situational Self, Methods of Self–Concept Assessment

Perception and Information Processing: Definition of Perception, Elements of Perception: Sensation, Absolute Threshold, Differential Threshold or Just Noticeable Difference (JND),





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Subliminal Perception, Process of Perception and Information Processing: Exposure, Attention, Interpretation, Consumer Imagery: Product Image, Service Image, Perception in Marketing: Brand Development and Perceptual Mapping, Retail Stores.

Learning: Definition of Learning and Characteristics of Learning: Motivation, Cues, Response, Reinforcement, Brand Loyalty: Brand Equity, Product Positioning, and Brand Leverage.

Attitude: Characteristics of Attitude, Functional Theories of Attitude: Utilitarian, Value–Expressive, Ego–Defense, Knowledge, Combination of Function, Attitude Model, Involvement: Strategies Followed By Marketers to Increase The Involvement of Consumers.

Consumer Decision Making: Defining Consumer Decisions, Consumer as Decision Makers: Types of Consumer Decisions, Consumer Decision Making Process: Problem Recognition, Information Search, Alternative Evaluation and Selection,

Consumer in Market Place: Introduction to Retailing, the Retail Scene in India, Unconventional Sources of Purchase, Factors Affecting Outlet Selection: Store Image, Store Brands, Retail Advertising and Promotion, Store Location, Perceived Risk Shopping Orientation, In–Store Influences: In–Store Displays. Markdown and Price Promotions, Store Atmosphere, Stock – Outs, Sales Staff, Final Transaction.

Post Purchase Behavior: Defining Post– Purchase Consumer Behavior, Consumer’s Post Purchase Dissonance: Product Usage, Disposal, Product / Service Evaluation and Consumer Satisfaction / Dissatisfaction: Consumer Complaint Behavior, Satisfaction and Brand Loyalty, Loyalty Marketing.

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume / Publisher
1	Consumer Behavior, 5e	Leon’g Schiffmann and Leslie Kanuk	Prentice–Hall, India





2	Consumer Behavior	Peter D Bennet And Harold H Kassarjian	Prentice–Hall, India
3	Marketing and Consumer Behavior Research in the Public Interest	Ronald Paul Hill	Sage Publications, New Delhi





- 3. Acquire the linguistic competence necessarily required in various life situations and in different professions.**
- 4. Develop their awareness of the importance of English as a means of intra-national and international communication.**





Course Outcome

1	Students' critical thinking abilities will be developed.
2	It will engage students in activities that activate their higher-order thinking skills such as logical reasoning, evaluative comprehension, drawing inferences, etc.
3	It will develop students' ability to express an opinion, argue their case, initiate and sum up ideas, and illustrate opinions with examples.

Syllabus details

Unit	Details
1	<p>Critical Writing</p> <ol style="list-style-type: none">1. Stopping by Woods on a Snowy Evening by Robert Frost2. Still I Rise by Maya Angelou3. I Wandered Lonely as a Cloud by <i>William Wordsworth</i> <p>Question parameters:</p> <ol style="list-style-type: none">1. What do you mean by being on the edge of dilemma?2. How do you decipher beauty?3. What is your idea of freedom? <p>Unit Plan:</p> <ul style="list-style-type: none">• To introduce students to several prominent aspects of life through poetry.• To inculcate broad understanding of intricate mind-sets.





2

Compare and Contrast

1. Candida by G. B Shaw
2. A Doll's House by Henrik Ibsen

Question parameters:

1. What are different types of plays?
2. Which things make play distinct from other genres of literature?





	<p>3. What is soliloquy/ Jest/ interlude, etc? Programs Academic Information, 2020-2</p> <p>4. What is problem play?</p> <p>5. What is realism?</p> <p>6. Whose decision will you support, Candida's or Noarah's,</p> <p>7. Can you suggest a different ending for any one of these plays?</p> <p>Unit Plan:</p> <ul style="list-style-type: none">• Enables students to compare, contrast and comprehend various texts from different perspectives.• Enable them to build opinions, to develop argumentative skills.
3	<p>Content Writing</p> <p>1. Book Review</p> <p>2. Expository Writing</p> <p>Question parameters:</p> <ol style="list-style-type: none">1. Why book review is needed?2. What is the inspiration behind choosing particular book?3. What is your comprehension of expository writing?4. Which area have you selected for your writing? Why? <p>Unit Plan:</p> <ul style="list-style-type: none">• To enhance and cultivate broad as well as intrinsic understanding of the students.• To nurture multi-dimensional perspectives in students.

Text & Reference Books

Name of the book	Author
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Selected Poems	<ol style="list-style-type: none">1. Stooping by Woods on a Snowy Evening by Robert Frost2. Still I Rise by Maya Angelou3. I Wandered Lonely as a Cloud by William Wordsworth
Selected Plays	<ol style="list-style-type: none">1. Candida by G. B Shaw





	2. Doll's House by Henrik Ibsen
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Reference books

Sr. No	Name of the book	Author	Edition / volume
1	An Anthology of English Poetry		Oxford University Press, 2018
2	Candida by George Bernard Shaw		Penguin Classic, 2014
3	A Doll's House by Henrik Ibsen		Dover Publications, 2016

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1	Develop their intellectual, personal and professional abilities.	3	3	3	3	3	3	1
2	Acquire the linguistic competence necessarily required in various life situations and in different professions.	3	3	3	3	3	3	2
1	Develop their intellectual, personal and professional abilities.	3	3	3	3	3	3	1

1 = Objective addressed slightly 2= moderately 3= substantive PO : Program outcome





Programs Academic Information, 2020-23 **Semester Four**

Digital and Social Media Marketing

1	Course Title	Digital and Social Media Marketing
2	Level	Semester Four Undergraduate
3	Credits	3
4	Course Pre-requisite	

Outcome related course learning objectives

1	To introduce the fundamentals and importance of digital marketing.
2	To familiarize the fundamental aspects of different tools & techniques.

Course Outcome

1	To understand the basics of digital marketing and its importance.
2	To develop a comprehensive digital marketing strategy
3	To learn through doing how to use new media such as mobile, search and social networking and so on.

Syllabus details

Unit one: Introduction to Digital Marketing

- Strategies in Digital Marketing
- Aligning Internet with Business Objectives
- Examples of Great Case Studies
- User Behaviour & Navigation





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Branding & User Experience

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Unit two: Search Engine Optimization





SEO is about attracting the right customers at the right time. This module will equip you with the core understanding, technical knowhow and insight to build an SEO strategy that dramatically improves your website position and ranking with the most popular search engines.

- Keyword Research
- How Google Works
- Search Engine Factors
- OnPage & OffPage Optimization
- Meta Tags, Images, Content, Video
- Links and How to Get Them

Unit three: Search Engine Marketing

This module gives you essential skills to strategize, plan and manage a Search Engine marketing campaign. You will learn how to develop an effective PPC strategy and achieve demonstrable ROI.

- How to Create a PPC Campaign
- Implementing Your PPC Budget
- Targeting Your Advertising
- Measuring & Managing Your Campaigns

Unit four: Web Site Analytics

This module guides you through web analytics and other data sources to better understand site visitor characteristics and behaviour. You will understand the most important and appropriate metrics and how to use them to improve your digital activities.

- What is Website Analytics?
- How to Analyse Your Campaign Effectively for greater ROI

Unit five: Social Media

Part A: This module gives you the knowledge to plan and manage your communications and marketing





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through rapidly emerging and influential social networks. You will understand how to engage with customers across a wide range of social media platforms.

What is Social Media Marketing?





Overview of Facebook, Twitter, LinkedIn, Blogging, YouTube and Flickr

Building Brand Awareness Using Social Media

Part B: This module gives you the techniques and tools to harness the opportunities provided by best practice social media marketing. You will also learn how to implement the full range of advertising and social features in order to build and sustain relationships with customers.

Increasing Website Traffic Using Facebook, Twitter, Video, etc

Best Practice Examples & Case Studies

Unit six: Email Marketing

Email Marketing, when carried out properly, is one of the most effective forms of Digital Marketing. This module will teach you about Data Protection, Opt-In Subscriber Management, E-Mail Design and Content, Email Delivery and Reporting.

Creating Optimized Campaigns

How to Measure Success

Managing Your Database

Best Practice Case Studies

Choosing 3rd Party Email Providers

Unit seven: Mobile Marketing

This module provides you with a solid understanding of the rapid evolution of the mobile marketing landscape. Focusing on cutting-edge case studies, you will gain knowledge of the strategies and technologies of best practice mobile marketing.

Email Marketing Explained

The Development of Mobile Marketing

Various Forms of Mobile Marketing

Geo-Targeting Your Campaign for Smart Phones

How Consumers Use Mobile Marketing

Examples & Case Studies





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Unit eight: Display advertising





This module provides you with a comprehensive understanding of the creation, deployment and management of Display Advertising, including search, email, mobile & social, to give you the broadest view of digital advertising opportunities.

- What is Display advertising?
- How are banners bought & sold?
- Banner formats & when to use them
- Creating and implementing a banner campaign

Unit nine: Digital Marketing Planning

This module will teach you the complexities of planning, buying and executing a marketing campaign that integrates traditional marketing with all digital activities, including display advertising, search engine marketing, email marketing, mobile marketing and social media.

- Examples of digitally integrated Marketing Plans
- How to use the best Digital Marketing Channels for maximum impact
- Creating an integrated Digital Marketing Plan

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume/Publisher
	Online resources		https://www.youtube.com/watch?v=BN_HR6IQJGZs https://www.google.co.in/insidesearch/howsearchworks/thestory/ http://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/searchengineoptimizationstarterguide.Pdf https://support.google.com/partners/answer/6123881?hl=en&ref_topic=6123873&vid=16358082924948523031831424463&rd=1 https://www.youtube.com/watch?v=PjOHTFRaBWA http://kb.mailchimp.com/ http://static.mailchimp.com/web/guides/mailchimpforsmallbusiness/package/mailchimpforsmallbusiness.pdf https://support.canva.com/hc/enus http://help.stupeflix.com/ https://support.google.com/blogger/?hl=en#topic=3339243





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		https://moz.com/beginnersguidetosocialmedia/blogging
	<u>Ebooks</u>	http://www.slideshare.net/anthonypermal/the-digital-marketing-guide-ebook http://netmining.com/wp-content/uploads/2015/09/Netmining-Marketing-

Programs Academic Information, 2020-23





		Big-Book.pdf	Programs Academic Information, 2020-23
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Reference books

Sr. No	Name of the book	Author	Edition / volume/Publisher

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								
3								

1 = Objective addressed slightly 2= moderately 3= substantive PO : Program outcome

Business Strategy

1	Course Title	Business Strategy
2	Level	Semester Four Undergraduate
3	Credits	3
4	Course Pre-requisite	

Outcome related course learning objectives

1	To make the students understand the key concepts of strategic management and their applications to the real business situations
2	To develop a strategic thinking ability among the students and develop competency to apply the strategic management process.





Course Outcome





1	To develop a strategic thinking ability among the students and develop competency to apply the strategic management process.
2	To develop a strategic thinking ability among the students and develop competency to apply the strategic management process.
3	To develop a strategic thinking ability among the students and develop competency to apply the strategic management process.

Syllabus details

Introduction to Strategic Management – Evolution of the concept of strategic management – components of strategic management – the three levels of strategic planning – making strategic decisions.

Strategic Management Process – The process of strategic management – strategic decision making – limitations of the strategic management model.

Company Mission – Vision – Mission statements – formulating mission statements – social responsibility – stakeholder approach to social responsibility – guideline for a socially responsible firm.

Analyzing the Business Environment – External environment – industry level analysis – internal analysis of the firm – learning curve and experience curve – vulnerability analysis – strategic analysis – SWOT analysis – profit impact of market strategies – formulating long term strategies – behavioral considerations affecting choice

Generic Competitive Strategies – Cost leadership – differentiation – focus – other strategic issues

Gaining and sustaining competitive advantage – Defining the value chain – the value chain and the buyer value – competitive scope and the value chain – value chain and the organizational structure – intellectual property as the competitive advantage

Text & Reference Books





Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Strategic Management	Dr. P Subba Rao/ Himalaya	Programs, Academic Information, 2020
2	Strategic Management – An Integrated Approach	Charles Hill & Gareth Jones/ Biztantra	

Reference books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Competitive Advantage of Nations	Michael Porter/HBR	
2	Competing for the Future	Prahalad and Hamel/ TMH	

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								
3								

1 = Objective addressed slightly 2= moderately 3= substantive PO : Program outcome

Creativity and Innovation

1	Course Title	Creativity and Innovation
2	Level	Semester Four Undergraduate
3	Credits	3
4	Course Pre-requisite	

Outcome related course learning objectives





1	To learn techniques for improving the flexibility and originality of thinking and explore approaches used by managers and organizations to create and sustain high levels of innovation.
2	To Enhance the creative and innovative thinking skills of students





Course Outcome

1	Students will understand building blocks of innovation
2	Students will be familiar with processes and methods of creative problem solving: observation, definition, representation, ideation, evaluation and decision making
3	Enhance their creative and innovative thinking skills

Syllabus details

Introduction: Making a case for creativity, Creative thinking as a skill

Valuing diversity in thinking: Thinking preferences, Creativity styles

Setting the stage for success: Basic philosophy, Having a vision, Setting the right attitude, Recognizing and avoiding mental blocks, Avoiding mindsets , Risk taking, Paradigm shift and paradigm paralysis, Individual and team work

Creativity in problem solving: Problem Definition, Understanding, Representing , Pattern Breaking, Thinking differently, Changing your point of view, Watching for paradigm shift, Challenging conventional wisdom, Lateral thinking, provocation (escape, random word), Mind stimulation: games, brain-twisters and puzzles, General StrategiesIdea-collection processes, Brainstorming/Brain-writing, The SCAMPER methods, Metaphoric thinking, Outrageous thinking, Mapping thoughts, Other (new approaches), Using Math and Science, Systematic logical thinking, Using math concepts

Eight-Dimensional (8D) Approach to Ideation: Uniqueness, Dimensionality, Directionality, Consolidation, Segmentation, Modification, Similarity, Experimentation,

Decision and Evaluation: Focused thinking framework, Six thinking hats, PMI, Ethical considerations

Design for Interaction: Introduction to design for interaction

Intellectual Property: Introduction to intellectual property: Patents, Copyrights ©, Trademarks ®, Trade Secret, Unfair Competition.





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Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume/Publisher
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1	To make students understand the importance of Sales as a marketing function and deal with issues related to sales force management and selling as a tool of marketing communication.
2	To give students an in-depth exploration of the diverse range of possible sales strategies and the many challenging decisions critical to profitable revenue growth.





Course Outcome

1	Students will become familiar with fundamental concepts involving the selling and buying process with particular emphasis on developing oral, written and interpersonal communications.
2	Students will obtain an understanding of how institutions develop and expand customer relationships.
3	Students will become familiar with the methods of developing, directing and evaluating sales forces.
4	Students will be able to describe ethical considerations that occur when making sales and sales management decisions.

Syllabus details

Course Curriculum

Introduction to Sales Management: Evolution of the sales concept, Nature and role of selling, Image of selling, Objectives of sales management, Integrating sales and marketing management, Environmental changes affecting sales management, Entry of women in sales management.

The Sales Organization: Role of a sales organization, Basis for designing a sales organization, Types of organizations, Types of sales forces structure, Sales culture.

Sales Functions and Policies: Role of a sales manager, Responsibilities of a sales manager, Role of a sales executive, Responsibilities of a sales executive, Policies that impact sales management.

Personal Selling: Buyer seller dyads, Types of selling jobs, Sales force objectives, Sales force strategies, Theories of personal selling, Approaches to personal selling, Personal selling process, Customer related issues in personal selling, Automation in personal selling.

Sales Planning: The importance of sales planning, Sales manager as planner and administrator, The sales planning process, Causes of unsuccessful sales planning, Accuracy of sales planning.

Sales Budgets: Purpose of sales budgets, Benefits of budgeting, Principles of budgeting, Types





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of budgets, Methods of budgeting for sales Requirements for successful budgeting, Developing a sales budget, Precautions in preparing sales budgets.

Estimating Market Potential and Forecasting Sales: Importance of assessing market potential, Need to determine market potential, Analyzing market potential, Sources of data, Importance





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and uses of sales forecasts, Sales forecasting methods, Selecting a forecasting method, Difficulties associated with forecasting.

Hiring and Training Sales Personnel: Recruitment and its importance, Determining specific requirements of the sales personnel, Sales personnel selection process, Importance of sales training, Types of sales training, Benefits of sales training, Sales training programs.

Motivating the Sales Force: Concept of motivation, Motivation and productivity of the sales force, Effect of personal characteristics on sales force motivation, Sales motivational mix.

Evaluating Sales Force Performance: Sales force performance, Determinants of sales force performance, Performance evaluation, Information sources for evaluation, Criteria for the evaluation of sales force performance, Establishing performance standards, Methods of sales force evaluation, Monitoring and reviewing sales force performance.

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume
1	Sales Management-Decisions, Strategies and Cases, 5e	Richard R Still, Edward W Cundiff, Norman A P Govoni-Prentice-Hall,India	
2	Professional Sales Management, 2e	Rolph E Anderson, Joshep H Hair & Alan J Bush – Tata Mc Graw Hill	
3			

Reference books

Sr. No	Name of the book	Author	Edition / volume
1	Sales Force Management, 5e	Gilbert A Churchil, Neil H Ford & Orvillie C Walker – Tata Mc Graw Hill	
2	Sales Management, 2e	Engene M Jhonshon, David Kurtz & Eberhard Scheuing – Tata Mc Graw Hill	

Course evaluation matrix





Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								





2					Progr	ms Aca	emic I	format	on, 202	-23
3										

1 = Objective addressed slightly 2= moderately 3= substantive PO : Program outcome

Retail Marketing

1	Course Title	Retail Marketing
2	Level	Semester Four Undergraduate
3	Credits	3
4	Course Pre-requisite	

Outcome related course learning objectives

1	To enable students to build a sound theoretical and practical understanding of the concept of Retail Marketing, Retail Business and the Retail Customers.
2	To develop an understanding of different types of Retail Strategies, the Economic and Functional aspects of Retailing

Course Outcome

1	Students will understand the business of retailing as a whole and also get familiar with different types of retaining.
2	Students will be able to formulate different retail marketing strategies.
3	Students will appreciate the importance of store location and will be able to do the site evaluation.

Syllabus details

Unit 1: Introduction to Retailing

Retailing – An Overview: Definition and scope– Retailer– Evolution of retailing industry – Factors behind the change of Indian Retailing industry– Economic growth Retailers‘ role in distribution





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channels– benefits of retailing– Retailing Environment – The legal Environment Economic Environment, technological Environment, competitive environment.





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Understanding the Retail Customer: The Market Structure: structure of buying population and their behavior. Population Analysis: immigration and emigration, Race and ethnicity, Demographic Analysis, Geographic Analysis: regional markets, metro geography, Non-metro geography, Consumer buying behavior – Buying consideration, Buying situations. Buying Centers – Buying influences, Consumer buying process, Types of consumer decision making, Buying scenes.

Unit 2: Retail Strategy

Retail Market Strategy: Definition of retail market Strategy– Target Market and retail Format– building sustainable competitive advantage: location, merchandise, price, service, communication achieving. Strategic positioning, nature of strategic planning. Strategic planning process: Developing the mission, establishing objectives, situational analysis, identifying strategic alternatives, selecting the target markets, obtaining resources needed to compete, developing positioning strategy, implementation, evaluation and controlling.

Store Location and Site Evaluation: Selecting the store location, market area analysis, factors affecting attractiveness of market areas and trade areas, Estimating Sales potential, Trade area analysis, measurement and definition of trade area, Site evaluation and selection: types of locations, choosing general location, Multi attribute weighted Check list.

Unit 3: Merchandise Management

Merchandise Assortment Planning: Organizing the buying process by categories: Category Management process, The Buying Organization, Setting financial objectives Sales forecasting: Category life cycles making a sales forecast, Assortment planning process: Need for trade-off between variety, assortment and product availability, Assortment plan, Product mix trends: Shotgun merchandising, Rifle merchandising.

Merchandise Pricing: Setting the retail price: Price setting objectives, price setting determinants, Pricing strategies and practices, EDLP, High/low pricing adjustments to the initial retail price – Markdown, Markdown Cancellations, Additional markups, Additional markups cancellation – Laws governing retail pricing.

Retail promotion mix: Promotion– Retail promotion program, Methods for communicating with customers: advertising, sales promotion, Public relations, Personal selling, Store atmosphere planning, Retail communication program; Thumb rule method – Assigning the promotional budget, Implementing the advertising programs, Creating message, Selecting advertising media, Determining the frequency and





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timing of advertising, Evaluating the effectiveness of advertisement, Implementing the sales promotion and publicity program.

Unit 4: Managing the Retail Store





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Store management: Store management, Role of Store managers, Retail Personnel Management Process, legal and ethical issues in managing store personnel, cost controls, reducing inventory shrinkage, detecting and preventing shoplifting.

Store layout, design and visual merchandise: Creating a store image, creating a buying environment, The Exterior: Marquee, Entrance, Door types, Walk ways, Display windows, Size of building, Colors and materials theft preventions, Store: Interiors, Merchandise presentation techniques, Visual merchandising Store security, supplier pilferage, credit management.

Customer service: Gaining Strategic advantage through customers, Nature of customer service, Customer service strategies, types of customer services, Model for improving the quality of service, Service recovery.

Retail selling: Role of Retail Sales person– Retail promotion mix, requirement for effective selling, Retail selling Process, Evaluation of sales person.

Unit 5: Online Retailing in India

Current Scenario, Future Opportunities

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Retail Management a Strategic Approach	Berman, Barry and Joel R Evans–	Prentice Hall, Seventh edition, 1998
2	Retail Management	Hasty and Ron James Reardon –	McGraw Hill, International Edition, 1997

Reference books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Economic Times intelligence Group Retail 2000–01	The Economic Times	Knowledge Series





2	Retailing Management, 3e	Levy, Michael Barton A. Weitz– Irwin McGraw Hill
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Course evaluation matrix





Sr. No	Outcome related Course learning Objective	Programs Academic Information, 2020-23						
		PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								
3								

1 = Objective addressed slightly 2= moderately 3= substantive PO : Program outcome

3rd Year

Semester V

Brand Management

1	Course Title	Brand Management
2	Level	Semester Five Undergraduate
3	Credits	2
4	Course Pre-requisite	

Outcome related course learning objectives

1	To introduce the world of brands and brand management techniques.
2	To familiarize the art and craft of brand management techniques as a tool of marketing & communication.

Course Outcome

1	To introduce different approaches to measuring brand equity
2	To provide conceptual framework for managing brands strategically





3	To emphasize the role of brands, the concept of brand and the advantages of creating strong brand.
4	To provide insights into how to create profitable brand strategies by building, measuring and managing brand equity.





Syllabus details

Unit one: Introduction to Brands & Brand Management

What Is a Brand?

Brand Elements

Brands versus Products

Why Do Brands Matter?

Consumers

Firms

Can Anything Be Branded?

Physical Goods

Services

Retailers and Distributors

Online Products and Services

People and Organizations

Sports, Arts, and Entertainment

Branding Challenges and Opportunities

Savvy Customers

Economic Downturns

Brand Proliferation

The Brand Equity Concept

Unit two: Brand Resonance and the Brand Value Chain

Building a Strong Brand: The Four Steps of Brand Building

Brand Salience

Brand Performance

Brand Imagery

Brand Judgments

Brand Feelings

Brand Resonance

Brand-Building Implications

Unit three: Criteria for Choosing Brand Elements

Memorability

Meaningfulness

Likability





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Transferability

Adaptability

Protectability

Options and Tactics for Brand Elements





Brand Names
URLs
Logos and Symbols
Characters
Slogans
Jingles
Packaging
Case Studies

Unit four: Introducing and Naming New Products and Brand Extensions

New Products and Brand Extensions
Advantages of Extensions
Disadvantages of Brand Extensions
Understanding How Consumers Evaluate Brand Extensions
Brand Extensions and Brand Equity
Case Studies

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Strategic Brand Management: Building, Measuring & Managing Brand Equity	Kevin Lane Keller	Global Edition Pearson
2	Strategic Brand Management	J N Kapferer	Kogan Page

Reference books

Sr. No	Name of the book	Author	Edition / volume/Publisher
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		Marketing whitebook (Latest Edition)
	Supplementary Reading	Brand Equity of the Economic Times Brand Wagon Supplement of the Financial Express Strategist Supplement of Business Standard
	Websites	www.ibef.org www.brandequity.com





	Reference Books	Brand Vision to Brand Evaluation, Leslie Chernatony Branding Concepts & Process, Debasish Pati
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Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								

Rural Marketing

1	Course Title	Rural Marketing
2	Level	Semester Five Undergraduate
3	Credits	3
4	Course Pre-requisite	

Outcome related course learning objectives

1	To Understand the importance of Rural Markets and understand the peculiarities of rural markets and the different marketing strategies required. Utilize the understanding on peculiarities of rural markets, channels and competition in marketing decision making
2	To understand rural customers and their buying behavior.

Course Outcome

1	Students learn to identify the opportunities associated with a new perspective on serving Rural markets; and develop the strategies, business models, and partnerships required to productively explore those opportunities.
2	Students will learn to identify the principal challenges and opportunities in serving rural markets and the key factors that lead to business success or failure.





3

Students will seek to understand the viable models used by commercial and social enterprises to address the needs of rural markets and the key factors of success in these markets.





Syllabus details

UNIT I: OVERVIEW OF RURAL MARKETING

Introduction of Rural marketing –Evolution of Rural Marketing in Indian and Global Context- Definition- Nature –Scope-Characteristics and potential of Rural Marketing - Importance of Rural Marketing- Socio-Cultural-economic & other environmental factors affecting in Rural Marketing

UNIT II: RURAL MARKETS & DECISION

Profile of Rural Marketing Dimensions & Consumer Profile- Rural Market Equilibrium-Classification of Rural Marketing – Regulated- Non Regulated- Marketing Mix- Segmentation- Targeting- Position- Rural Marketing Strategies, Integrated Marketing Communication in Rural Marketing.

UNIT III: PRODUCT & DISTRIBUTION

Product / Service Classification in Rural Marketing , Rural Distribution in channel management- Managing Physical distribution in Rural Marketing

UNIT IV: RURAL CONSUMER BEHAVIOUR and MARKETING RESEARCH

Consumer Buyer Behaviour Model in Rural Marketing- Rural Marketing Research-Retail & IT models in Rural Marketing- Advertisement & Media Role in Rural Marketing Promotion Methods.

UNIT V: TRENDS IN RURAL MARKETING

e- Rural Marketing-CRM & e-CRM in Rural Marketing- Advanced Practices in Rural Marketing- Social Marketing-Network Marketing- Green Marketing in Indian and Global Context-Co-operative Marketing-Micro Credit Marketing- Public Private Partnership Model in Rural Marketing - Advancement of Technology in Rural Marketing- Structure of Competition in Rural India.

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	RURAL MARKETING: CONCEPT & CASES, Balaram Dogra & Karminder Ghuman, Tata McGraw-Hill Publishing Company, New Delhi, 2008		
2	RURAL MARKETING: INDIAN PERSPECTIVE, A.K. Singh & S. Pandey, New Age International Publishers, 2007		





Reference books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits.	Prahalad, C.K.	2004. Upper Saddle River, NJ: Wharton School Publishing.
2	RURAL MARKETING,	CSG Krishnamacharylu & Laitha Ramakrishna,	- Pearson Education Asia. 2009

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								
3								

1 = Objective addressed slightly 2= moderately 3= substantive PO : Program outcome

Marketing Research

1	Course Title	Marketing Research
2	Level	Semester Two Undergraduate
3	Credits	3
4	Course Pre-requisite	

Outcome related course learning objectives

1	To impart to the students the comprehensive understanding of Marketing Research for identifying– structuring and solving a marketing problem and the methods of obtaining relevant information.
2	To equip students to have a scientific outlook to solve any marketing problem with the help of scientific tools and techniques





Course Outcome

1	Students will be able to discuss the scope and managerial importance of market research and its role in the development of marketing strategy
2	Students will be able to provide a detailed overview of the stages in the market research process
3	Students will be able to develop research questions and objectives that can be addressed in a research design
4	Students will be able to develop a market research design; including <ul style="list-style-type: none">· Identifying appropriate research approaches (from qualitative, survey, observation, and experimental research techniques)· Preparing measurement instruments (including surveys and focus group outlines)· Designing a sampling approach and sampling frame

Syllabus details

Unit 1: Nature of Marketing Research

Introduction to Marketing Research: Marketing Research Defined – Need for Marketing Research – Functions of Marketing Research – Practice of Marketing Research– Manager – Researcher Relationship.

Unit 2: Research Process and Design

Scientific Method: Introduction – Styles of Thinking – Combination of Induction and Deduction – Scientific Method and its Major Characteristics – Scientific Method in Marketing as Compared to Physical Sciences – Terminology used in Scientific Method– Laws

Research Proposal and Design: Introduction –Basic and Applied Research – What is a good Research? – Research Objectives – Types of Research – Benefits of Research Design – Research Proposal – Types of Research Proposal – Structuring the Research Proposal – Evaluating Research Proposal.

The Research Process: Introduction – Steps in the Research Process – Problems in the Research Process

Types of Research: Introduction – Use of Exploratory Research, Design of Exploratory Studies – Conclusive Research

Unit 3: Sources and Methods of Collecting Data





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Secondary Data: Introduction – The Nature of Secondary Data – Advantages of Secondary Data – Disadvantages of Secondary Data – Evaluating Secondary Data – Types of Secondary Data.





Commercial Surveys, Audits and Panels: Introduction– **Programs Academic Information, 2020-23**
Commercial Surveys – Audits – Panels –

Applications of Commercial Surveys, Audits and Panels.

Survey Research: Introduction – Types of Interviews – Types of Surveys – Criteria for the Selection of a Survey Method – Importance of the Questionnaire– Advantages of the Questionnaire Method – Disadvantages of the Questionnaire Method.

Data Collection Errors: Introduction– Field Work Procedure– Personal Interviews–Common Sources of Error in Fieldwork.

Unit 4: Measurement in Marketing Research

Measurement in Marketing Research: Introduction – The Concept of Measurement – Scales of Measurement – Components of Measurements – Measurement Accuracy – Reliability – Validity

Attitude Measurement: Introduction – The General Methods of Collecting the Attitude Data – Specific Methods of Collecting Attitudinal Data– Direct Response Attitude Scales: Non – Comparative Rating Scales, Comparative Rating Scales – Attitude Scales: The Semantic Differential Scale, Stapel Scale, Likert Scale – Which Scale to Use? – Measuring Emotions – Perceptual Mapping.

Unit 5: Sampling and Data Analysis:

Sampling: Introduction– The Sampling Terminology– The Need for Sampling– Characteristics of a Good Sample– Sampling Designs– Sampling Concepts– Calculation of Sample Size– Types of Sample Designs.

Preparation and Tabulation of Data: Introduction – Data Editing – Variable Development – Coding – Categorizations – Data Entry – Data Mining.

Tests of Significance: Introduction– Method of Hypothesis Testing – Parametric Tests – Chi Square Analysis.

Marketing Research Reports: Introduction – Role of the Report – Principles of Report Writing – The Report Format–Presentation of Statistics – Oral Presentations – Evaluation of the Research Procedure.

Unit 6: Application of Marketing Research

Market Segmentation: Introduction– Market Segment Descriptors – Segment Attractiveness Criteria – Market Strategy Formulation – Methods of Segmentation.

New Product Development: Introduction– The Design of a Product– Product Testing– Test Marketing.





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Advertising Research: Introduction – Advertising Objectives and Product Appeals – Copy Testing–
Creative Strategy Research – Media Selection– Media Scheduling – Media Audiences – Media Models





Market and Sales Analysis Research: Introduction– Programs Academic Information, 2020-23
Market Potential Analysis – Sales Forecasting:
Qualitative Forecasting Methods, Quantitative Forecasting Method– Sales Analysis.

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Marketing Research	David J.Luck and Ronald S.Rubin/ Prentice Hall of India	
2	Marketing Research: Measurement & Method	Donald S. Tull and Del I. Hawkins/Prentice Hall of India	

Reference books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Marketing Research	David J.Luck – Hugh– Wales & Donald	
2	Research for Marketing Decisions– 5e	Paul E Green – Donald S Tull and Gerald Albaum/ Prentice Hall of India	
3	The essence of Marketing Research	Peter M Chisnall– Prentice Hall of India	

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								
3								

1 = Objective addressed slightly 2= moderately 3= substantive PO: Program Outcome





Marketing Communication

1	Course Title	Marketing Communication
2	Level	Semester Five Undergraduate
3	Credits	3
4	Course Pre-requisite	

Outcome related course learning objectives

1	To familiarize the importance of integrated marketing communications and its importance in today's business.
2	To understand how various marketing and promotional elements must be coordinated to communicate effectively

Course Outcome

1	Understand the concepts and function areas of IMC. Describe different types of IMC partners and industry organization.
2	Know how to create and plan the IMC campaign. Use and manage various types of traditional and interactive media in the IMC campaign.
3	Determine when and how to use various functions of IMC such as sales promotion, personal selling, and direct marketing.
4	Know various evaluation methods in assessing the IMC campaigns.

Syllabus details

Unit one: Introduction

- Introduction to Marketing and Marketing Communication
- The Marketing Communication Mix
- Definition & Meaning of IMC
- Need & importance of IMC
- Emerging Trends in IMC
- IMC in





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Indian Scenario • Case studies

Unit two: Landscape of IMC World





- Integrated Marketing Services • Players in the Advertising World • Specialized Services o Direct Response Agencies o Sales Promotion Agencies o Public Relations Firms o Event Marketing Agencies o Interactive Agencies o Collateral Services o Market Research Companies

Unit three: IMC Planning Process

- IMC Planning Process • Components of IMC Plan • Case studies

Unit four: IMC Objectives & Budget Determination

- Setting communication objectives • Sales versus communication objectives • AIDA/DAGMAR/FCB Approaches • Budgeting for Marketing Communications • Methods to determine IMC Budgets • How to Allocate Marketing Communication Budget • Exercises and Case studies

Unit five: Consumer Behavior

- Role of IMC and Consumer Behavior • Buying process • Factors influencing buying behavior • The Buying Decision Process • Case studies

Unit six: IMC Tools & Techniques

- Tools of IMC • SWOT Analysis • How to select IMC tools • Case studies

Unit seven: IMC & Brand Management

- IMC & Brand Management • The Role of Communicating Brands • Branding techniques in IMC • Packaging, Labelling

Unit eight: IMC & Advertising Management

- Advertising and IMC Process • Advertising Design o Advertising Research o Advertising Strategy o Appeals o Media Selection o Message Strategy o Executional Framework • Media Planning & Strategy

Unit nine: Sales Promotion

- Sales Promotions & the Communication Mix • Definition of Sales Promotions • Types of sales promotion • Advantages and Disadvantages of Sales Promotion • Sales Promotion Campaign Plan • Case studies

Unit eleven: Public Relations and Sponsorship Programs





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-
- Public Relations and Communication
 - Identifying Stakeholders
 - Creating positive image-building activities
 - Cause related marketing
 - Sponsorships
 - Event Marketing
 - Cross Promotions





Unit twelve: IMC & Web 4.0 • Concept of Web 4.0 and IMC • E-Commerce • Mobile Marketing • Consumer Engagement and Interactive Marketing • Online Advertising • Online Social Networks • Viral Marketing

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Advertising & Promotions: An IMC Perspective	Kruti Shah and Alan D'Souza, TATA McGraw Hill	
2	Integrated Advertising, Promotion, and marketing Communication	Kenneth Clow and Donald Baack, Pearson Latest Edition	

Reference books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Marketing Management A South Asian Perspective	Kotler, Keller, Koshy & Jha, Prentice Hall/Pearson	
2	Fundamentals of Marketing	Bruce Walker & Stanton, McGraw Hill	

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								
3								

1 = Objective addressed slightly 2= moderately 3= substantive PO: Program Outcome





Semester 6

Bachelor Thesis

1	Course Title	Bachelor Thesis
2	Level	Semester Six Undergraduate
3	Credits	7
4	Course Pre-requisite	

Outcome related course learning objectives

1	To provide an opportunity to apply knowledge imbibed in different functional areas viz., Human Resources Management, Marketing, Finance, etc.
2	To expose students to apply the management concepts and models to the corporate world and find solutions to problems/issues

Course Outcome

1	Students will be able to identify business problems and will make an effort to solve those problems using scientific tools and techniques.
2	Students will gain first-hand experience in a particular industry and get an opportunity to innovate, add to, and challenge ideas and techniques imbibed in the first year.
3	
4	

Syllabus details

Students to do deeper study and research on their area of interest from any of the subjects they have learnt in their entire BBA course and prepare a thesis on the same. A Bachelor Thesis should reflect the student's passion for a particular field and he/she should present a comprehensive study and research on the same.





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The students have to present their study in the form of a report and a presentation. The report will be evaluated by the concerned faculty and the presentation will be evaluated by a jury.





Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Bachelor Thesis Guidelines	ADYPU Manual	
2			

Reference books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Bachelor Thesis Report Writing Guidelines	ADYPU Manual	
2			
3			

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7
1								
2								
3								

1 = Objective addressed slightly 2= moderately 3= substantive PO: Program Outcome

Bachelor Thesis

1	Course Title	Business Graduation Project
2	Level	Semester Six Undergraduate





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3	Credits	8
4	Course Pre-requisite	





Outcome related course learning objectives

1	To provide an opportunity to apply knowledge imbibed in different functional areas viz., Human Resources Management, Marketing, Finance, etc.
2	To expose students to apply the management concepts and models to the corporate world and find solutions to problems/issues

Course Outcome

1	Students will be able to identify business problems and will make an effort to solve those problems using scientific tools and techniques.
2	Students will gain first-hand experience in a particular industry and get an opportunity to innovate, add to, and challenge ideas and techniques imbibed in the first year.
3	
4	

Syllabus details

Business Graduation Project will be done in any one of the following ways.

1. Students will do internships in the companies and will work like a company executive.
2. Students will do internships in their own family businesses as per the role assigned to them.
3. Students will work on their own entrepreneurial ventures.
4. Students will do at least two live industry projects in India or abroad.

The students have to present their work in the form of a report and a presentation. The report will be evaluated by the concerned faculty and the presentation will be evaluated by a jury.

Business Graduation Project (GP) forms an important component of education at ADYPU. It is an attempt to bridge the gap between the academic institution and the corporate world.. The GP, which would be a simulation of real work environment, requires the Student Interns to undergo the rigor of professional environment, both in form and in substance. In the process, it provides an opportunity for the Student Interns to satisfy their inquisitiveness about the corporate world,





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provides exposure to technical skills, and helps them to acquire social skills by being in constant interaction with the professionals of other organizations.





BGP is an opportunity to satiate the student's curiosity. The student is expected to actively participate / take ownership of the project, and experience the professional environment, thus making the GBP add value to both, the work which the student does and also to the student himself to further his/her career prospects.

Text & Reference Books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1	Business Graduation Project - Operational Guidelines		ADYPU Manual
2			

Reference books

Sr. No	Name of the book	Author	Edition / volume/Publisher
1			
2			
3			

Course evaluation matrix

Sr. No	Outcome related Course learning Objective	PO1	PO2	PO3	PO4	PO5
1						
2						
3						





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1 = Objective addressed slightly 2= moderately 3= substantive PO: Program Outcome





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Programs Academic Information, 2020-23

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